

Health Promotion Service

Physical Activity

April 2018 - March 2020



Why is this important?

"If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat." UK Chief Medical Officers

Our partnerships are pivotal to our success in taking forward physical activity initiatives and opportunities for all.

What have we achieved?

Campaign

Promoting recommended activity levels for children and adults (August/September 2019).

Key messages:

- ignite a love of physical activity in your child(ren)
- physical activity is fun
- promoting 'sit less, move more' message

• Reach **18,702** people on Facebook and **3,123** people on Twitter

Resource Development

Staying Active and Mobile is Important for Your Health and Wellbeing

Resource for patients, carers and staff. Simple strength and balance exercises to prevent falls and prevent hospital admissions.

Physical Activity for Practitioners

Supports brief conversations with patients about physical activity and signposting to a range of opportunities.

Bowel Cancer Bootcamp Promoting Physical Activity

No of patients attending from April 1, 2019 to March 31, 2020

126

51 of these patients were meeting the recommended guidelines each week.

Engagement

8,213 physical activity leaflets and posters distributed - 3 most popular items are:

- 1 Staying active and mobile is important for your health and wellbeing **2,142** issued
- 2 Time to burn 100 calories postcard **1,761** issued
- 3 Physical activity benefits for adults and older people A5 flyer **819** issued

Workforce development:

Scottish Disability Sport event

20 participants – Physiotherapists, Therapists, Keep Well Advisor, Orthotist, Dieticians

Talking to your patients about physical activity

27 participants – GPs, Nurses, Physiotherapists

Care About Physical Activity

50 participants from Forth Valley care homes attended

What's next?

- Adaptation of proposals to be Covid compliant for an e-bike pilot for 20 bowel cancer patients as part of their prehabilitation and rehabilitation. This pilot is a partnership with the Health Promotion Service, Bowel Cancer Team, Forth Environment Link and Edinburgh University.
- Development of Physical Activity WebPages as a platform for exercise referrals.
- Physical activity response to Covid-19 – monthly e-bulletins about a variety of free opportunities for NHS Forth Valley staff to be physically active everyday during the Covid-19 restrictions.